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15 network, said production machine configured to produce custom facial tissue products including any one of the first plurality of options of the first feature and including any one of the second plurality of options of the second feature; and

20 producing by the production machine the custom facial tissue product as desired by the consumer and in accordance with the information received from the consumer such that the produced custom facial tissue product includes the first option and the second option.

Claim 25. (original) The method of claim 24 wherein the communications network is a computer network, and wherein receiving includes receiving said information from the consumer over the computer network via a computer server.

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Claim 26. (original) The method of claim 24 wherein the communications network is a telephony network, and wherein receiving includes receiving said information from the consumer over the telephony network via a telephone attendant.

Claim 27. (original) The method of claim 26 wherein said telephone attendant is an automated attendant.

Claims 28-32. (cancelled)

Claim 33. (currently amended) ~~The method of claim 28 wherein providing includes providing the custom absorbent paper product A method in which a supplier customizes packaging for an absorbent paper product for a consumer, the method comprising the supplier:~~

identifying a plurality of different graphic designs of the packaging;

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10. receiving from the consumer an identification of a selected one of the plurality of graphic designs and a purchase order for a custom absorbent paper product having packaging embodying the selected one of the graphic designs;

15 incorporating the selected graphic design identified by the consumer into packaging for an absorbent paper product to thereby produce the custom absorbent paper product having the packaging ordered by the consumer; and

providing the custom absorbent paper product having the packaging including the selected graphic design only to said consumer.

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Claims 34-38. (cancelled)

39. (previously amended) The method of claim 24 wherein the first feature is selected from product count, product style, product color, product scent and product graphic design and wherein the second feature is selected from product packaging 5 style, product packaging color and product packaging graphic design.

Claim 40. (cancelled)

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Claim 41. (new) A method in which a supplier provides to a consumer an absorbent paper product to order, the method comprising the supplier:

5 collecting information from the consumer through a telephony or computer communications network, the information relating to a first desired feature of the absorbent paper product wherein the first desired feature includes a plurality

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of first options and wherein the information collected from the consumer identifies one of the plurality of first options;

10 collecting information from the consumer through the communications network, the information relating to a second desired feature of the absorbent paper product wherein the second desired feature includes a plurality of second options, wherein the information collected from the consumer identifies one of the plurality of second options, wherein the second desired feature is different from the first desired feature and wherein each of the plurality of second options is different from any of the plurality of first options;

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20 receiving a purchase order from the consumer for the absorbent paper product wherein the purchase order specifies the identified one of the plurality of first options and the identified one of the plurality of second options;

25 producing the absorbent paper product having the identified one of the plurality of first options and the identified one of the plurality of second options; and

providing to the consumer the produced absorbent paper product having the first and second options in accordance with the information collected from the consumer.

Claim 42. (new) A system for use with a communications network, said system being used by a supplier for producing a custom absorbent paper product desired by a consumer, said system comprising:

5 a network interface accessible to the consumer for receiving information from the consumer over the communications network, said information relating to a first option of a first plurality of first options of a first feature and a second option of a second plurality of second options of a second

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10 feature of the absorbent paper product desired by the consumer, wherein the second option is different from the first option and wherein the second feature is different from the first feature, said information including information specifying a graphic design desired by the consumer;

15 a production machine linked to the communication network and configured to receive the information provided by the consumer via the communications network, said production machine configured to produce custom absorbent paper products including any one of the first plurality of options of the first feature and including any one of the second plurality of options of the second feature, wherein said production machine produces the custom absorbent paper product as desired by the consumer and in accordance with said information such that the produced custom absorbent paper product includes the first option and the second option, the production machine including a printer for printing the graphic design on the absorbent paper product desired by the consumer; and

20, 25, 30 a computer server operatively connected to the production machine and the communications network, wherein the computer server is configured to receive said information from the consumer via the communications network, and to provide said information to the production machine.

Claim 43. (new) A system for use with a communications network, said system being used by a supplier for producing a custom absorbent paper product desired by a consumer, said system comprising:

5 a network interface accessible to the consumer for receiving information from the consumer over the communications network, said information relating to a first option of a first

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plurality of first options of a first feature and a second option of a second plurality of second options of a second 10 feature of the absorbent paper product desired by the consumer, wherein the second option is different from the first option and wherein the second feature is different from the first feature, said information including information specifying a scent desired by the consumer;

15 a production machine linked to the communication network and configured to receive the information provided by the consumer via the communications network, said production machine configured to produce custom absorbent paper products including any one of the first plurality of options of the first feature and including any one of the second plurality of options of the second feature, wherein said production machine produces the custom absorbent paper product as desired by the consumer and in accordance with said information such that the produced custom absorbent paper product includes the first option and the second 25 option, said production machine including a fragrancer for applying the scent to the absorbent paper product desired by the consumer; and

30 a computer server operatively connected to the production machine and the communications network, wherein the computer server is configured to receive said information from the consumer via the communications network, and to provide said information to the production machine.

Claim 44. (new) A system for use with a communications network, said system being used by a supplier for producing a custom absorbent paper product desired by a consumer, said system comprising:

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5 a network interface accessible to the consumer for receiving information from the consumer over the communications network, said information relating to a first option of a first plurality of first options of a first feature and a second option of a second plurality of second options of a second 10 feature of the absorbent paper product desired by the consumer, wherein the second option is different from the first option and wherein the second feature is different from the first feature, wherein the first feature is selected from product count, product style, product color, product scent and product graphic 15 design and wherein the second feature is selected from product packaging style, product packaging color and product packaging graphic design;

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a production machine linked to the communication network and configured to receive the information provided by the 20 consumer via the communications network, said production machine configured to produce custom absorbent paper products including any one of the first plurality of options of the first feature and including any one of the second plurality of options of the second feature, wherein said production machine produces the 25 custom absorbent paper product as desired by the consumer and in accordance with said information such that the produced custom absorbent paper product includes the first option and the second option; and

a computer server operatively connected to the production 30 machine and the communications network, wherein the computer server is configured to receive said information from the consumer via the communications network, and to provide said information to the production machine.